



Elko Convention & Visitors Authority
BOARD OF DIRECTORS SPECIAL MEETING MINUTES
Elko Conference Center, Lamoille 3 & 4 Rooms
724 Moren Way, Elko, NV 89801.
MONDAY, MARCH 20, 2023 9:00 AM P.S.T

MINUTES

NOTICE: In accordance with NRS 241, the Board may: 1) Change the order of the agenda, 2) Combine two or more agenda items for consideration, 3) Remove an item from the agenda or delay discussion relating to an item on the agenda at any time, 4) If the agenda is not completed, recess the meeting, and continue on another specified date and time. The public can comment on any agenda item by being acknowledged by the Chair while the Board considers that agenda item.

This Agenda, for this meeting of the Elko Convention and Visitors Authority, has been properly posted for this date and time in accordance with NRS 241 requirements.

I. CALL TO ORDER

Board of Directors Chairman Chip Stone called the meeting to order at 9:02AM.

II. ROLL CALL

ECVA Board Members Present *Delmo Andreozzi*
Chip Stone
Pat Anderson
Marissa Lostra
Dave Zornes

ECVA Staff Present: *Annette Kerr, Executive Director*
Michelle Cromwell, Events & Marketing Coordinator
Selina Morales, Administrative Assistant
Rafael Jacobo, Facility Manager

Visitors: *Frederick Steinmann*
Ken Van Gelder~Zoom
Nick Parkey~Zoom
Nelson Nunez

III. PLEDGE OF ALLEGIANCE

IV. COMMENTS BY THE GENERAL PUBLIC

Pursuant to NRS 241, this time is devoted to comments by the general public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified to be an action item.

NON-ACTION ITEM

No public comment was received.

V. OLD BUSINESS

- A. Review, consideration, and possible award of the bid relating to the capital improvements involving new stage and front of house theater lighting and matters related thereto.

Directo Kerr told Board Members to please refer to information presented which explain bids from Moonlighting & Sound and NN Electric.

Ken Van Gelder with Moonlighting & Sound presented his bid.

Nelson Nunez with NN Electric presented his bid.

Member Lostra moved to award the bid for new stage and front of house theater lighting, in the amount of \$167,930.43 to Moonlighting & Sound. Member Anderson seconded. Motion carried (3-0).

- B. Review, consideration, and possible award of the bid relating to the capital improvements involving new theater house/audience lighting and matters related thereto.

Nelson Nunez with NN Electric presented his bid.

FOR POSSIBLE ACTION

Board Member Dave Zornes arrived to the meeting at 9:21AM

Member Anderson moved to reject NN Electric bid. Member Lostra seconded the motion. Motion carried (4-0)

No public comment was received.

VI. NEW BUSINESS

This 6-hour workshop is an opportunity for Elko Convention and Visitors Authority staff and Board members to review the existing elements of the new strategic plan, including the Core Values, Mission Statement, Vision Statement, and strategic goals and objectives, to determine whether the existing plan can be simply revised or if it will require significant changes and a comprehensive rewrite. Depending upon the results of this initial strategic planning evaluation and review workshop, additional strategic planning workshops with Elko Convention and Visitors Authority staff and Board members may be developed and facilitated.

- Introduction to the Strategic Planning Process
- General Overview of the Elko Convention and Visitors Authority 2022 through 2025 Strategic Plan
- Review of the Existing Core Values (Accountability, Dedication, Excellence, Integrity, Partnerships, Pride, Respect, and Trust)

- Review of the Existing Strategic Mission Statement and Existing Vision Statement
- Evaluation of the Revised 2010 through 2015 Objectives (Objective 1, Objective 2, and Objective 3)
- Evaluation of the New Organizational Goals Developed in November 2019 (Goal No. 1, Goal No. 2, Goal No. 3, Goal No. 4, Goal No. 5, and Goal No. 6)
- Evaluation of the Organizational Goals by Functional Area, Reworked and Continued from 2010 through 2015
 - o Marketing and Events
 - o Communication and Public Relations
 - o Convention Sales
 - o Tourism

FOR POSSIBLE ACTION

Director Kerr presented Fred Steinmann, Director of the University Center for Economic Development and thanked him for his time and work done for the Elko Convention & Visitors Authority Strategic Planning, 2023-2028.

Mr. Steinmann presented himself to the Board. Mr. Steinmann stated that the ECVA is currently beginning the process of developing a new five-year, 2023 through 2028, organizational strategic plan. As part of the effort, faculty from the University Center for Economic Development, part of the College of Business at the University of Nevada, Reno, will facilitate a day-long strategic workshop with ECVA executive level staff and Board Members.

Board Member Delmo Andreozzi arrived to the meeting at 9:52AM.

Members began 6-hour planning workshop and discussion.

No public comment was received.

VII. ECVA BOARD AND STAFF COMMENTS:

This time is devoted to comments by the Elko Convention and Visitors Authority Board of Directors/and or Staff for general information or update purposes. No action may be taken upon a matter raised under this item of the agenda until the matter itself has been specifically included on a successive agenda and identified to be an action item.

FOR POSSIBLE ACTION

No public comment was received.

VIII. COMMENTS BY THE GENERAL PUBLIC

Pursuant to NRS 241, this time is devoted to comments by the general public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified to be an action item.

NON-ACTION ITEM

No public comment was received.

IX. MEETING SCHEDULE

The next Board of Directors meeting is scheduled for March 28, 2023 at 8:30am.

FOR POSSIBLE ACTION

No public comment was received.

X. ADJOURNMENT

FOR POSSIBLE ACTION

Chairman Stone adjourned meeting at 2:43PM.

ELKO CONVENTION AND VISITORS AUTHORITY IS AN EQUAL OPPORTUNITY PROVIDER AND EMPLOYER.

Mission

The Elko Convention & Visitors Authorities mission as a public asset will provide safe and quality facilities, marketing of the community and partners for community events and activities that improve the community's overall quality of life and adds to economic development and vitality.

Vision

In the continued advancement of the organization's mission, the Elko Convention and Visitors Authority commits itself to the further development of competitive facilities, the positive marketing of our community and area, and events serving current and future community needs. The Elko Convention and Visitors Authority is dedicated to building a positive community identity, creating quality future employment opportunities, wealth creation and economic vitality, and future value for everyone the Elko Convention and Visitors Authority serves.